Fruit Situation

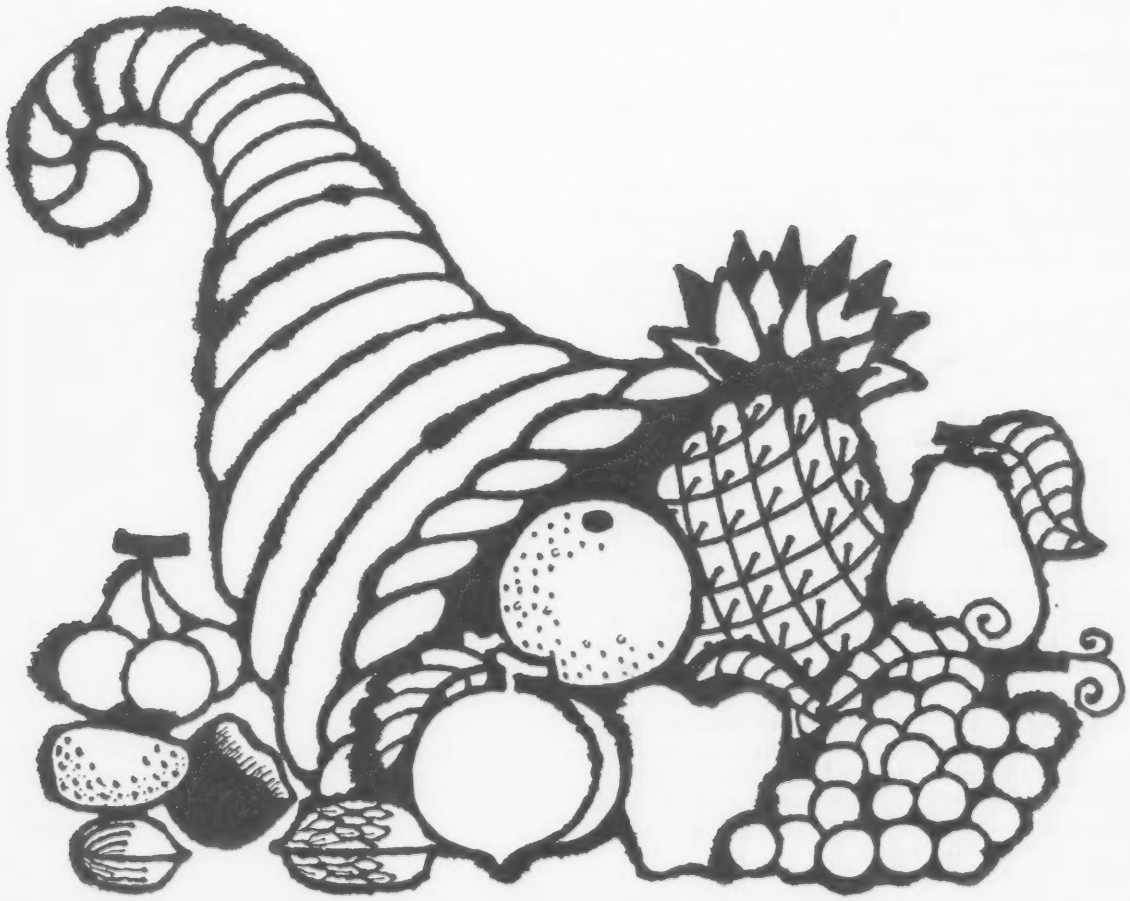
Economics, Statistics, and Cooperatives Service

U.S. Department of Agriculture

TFS-208

September 1978

Approved by the World Food and Agricultural Outlook and Situation Board



THE FRUIT SITUATION

CONTENTS

	Page
Summary	3
General Price Outlook	4
Noncitrus Fruit	5
Apples	5
Avocados	7
Cherries	7
Grapes	8
Nectarines	9
Peaches	9
Pears	10
Plums and Prunes	10
Strawberries	11
Citrus	11
Oranges	11
Grapefruit	13
Lemons	14
Tree Nuts	14
Almonds	14
Walnuts	15
Per Capita Tree Nut Consumption	15
List of Tables	27

• • •

Approved by
World Food and Agricultural
Outlook and Situation Board
and Summary released
August 29, 1978

Principal Contributors:
Jules V. Powell
(202) 447-7133
Ben W. Huang
(202) 447-7135

Commodity Economics Division
Economics, Statistics, and Cooperatives Service
U.S. Department of Agriculture
Washington, D.C. 20250

• • •

The *Fruit Situation* is published in March, July, September, and November. Subscription for single issues is available at no charge upon request to principal contributors.

SUMMARY

Short Summer Supplies and Strong Demand Push Fruit Prices Higher

Grower prices for all fresh and processing fruits were moderately to substantially higher this year. These higher prices, combined with increased processing and marketing costs, will be reflected at the retail level. However, a prospective 11-percent increase in the apple crop will temper gains in average fall prices for fresh fruit. Based on good to excellent grove conditions, a larger citrus crop also is expected. Prices for fresh apples may be slightly lower this fall, but citrus prices could be near year-earlier levels.

Apples and grapes head the list of larger crops this season. However, peaches, pears, and nearly all other deciduous crops are down from year-earlier levels, and the smaller supplies are leading to substantially higher prices.

The California pack of cling peaches, apricots, and pears will be substantially smaller than last year. Crops were short this year and contract prices for raw product were higher. The supply of canned cling peaches is expected to be the smallest in the last several years. In response to the larger apple crop, grower prices will likely be down slightly, but both processor and consumer demand for processed apple products will remain strong this fall and winter.

The prospective supply of frozen fruit will remain tight, except for peaches. As of August 1, total frozen fruit cold storage holdings were down 13 percent from the year-earlier level. Wholesale prices will remain above a year ago. Supplies of dried fruits will be smaller than last year and major packers have announced price increases for the fall and winter season.

Remaining supplies of fresh oranges during the late summer and early fall will be slightly smaller than a year ago. Reflecting good demand, grower prices have been sharply above year-earlier levels. The new crop of oranges will be met with strong demand in both fresh and processing markets.

Prices received by grapefruit growers for fresh and processed sales averaged below last year's level through most of the season but, as supplies declined seasonally, prices advanced sharply.

With a smaller production of oranges and grapefruit expected, the total 1977/78 pack of processed items is up only slightly from the freeze-damaged

output of a year earlier. Movement of frozen concentrated orange juice has slowed substantially. However, because of the sharply smaller carryover, stocks of frozen concentrated orange juice are moderately smaller than last year. If a larger orange crop materializes in 1978/79, some easing of prices for frozen concentrated orange juice (FCOJ) can be expected as processors attempt to maintain sales.

RECENT DEVELOPMENTS AND OUTLOOK

GENERAL PRICE OUTLOOK

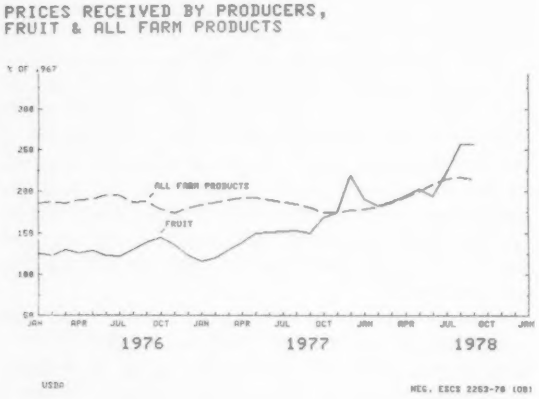
With higher prices reported for all fruits except strawberries, the index of prices received by growers for fresh and processed fruit in July was sharply above a year earlier. The July price index matched the record high level of 257 (1967=100) set in June, and was 71 percent above last year. Prices declined moderately to sharply for fresh apples and peaches between June and July, but advanced sharply for fresh citrus in response to the seasonal decline in supplies. During the late summer and fall, prices are expected to decline from the current high levels as supplies of apples and pears increase seasonally.

Table 1—Index of quarterly prices received by growers for fresh and processed fruit

Year	(1967=100)			
	1st	2nd	3rd	4th
1973	123	136	148	142
1974	133	140	148	142
1975	129	152	140	130
1976	126	126	130	135
1977	122	147	164	197
1978	195	224	[1] 227	

[1] One month figure.

Source: Agricultural Prices, ESCS.



The 1978 noncitrus fruit crop is forecast to be slightly above last year. A larger citrus crop is also anticipated during 1978/79 since citrus groves in major producing areas have been in generally good to excellent condition. However, prices are not likely to fall appreciably because processor demand will continue to be strong. Thus, combined with the higher negotiated contract prices for most noncitrus fruit for processing use, the index of prices received by growers for fresh and processed fruit is expected to remain firm.

The Bureau of Labor Statistics (BLS) index of retail prices for fresh fruit advanced steadily this year and reached a record high of 237.7 (1967=100) in June. This was one-fifth above a year ago. Higher prices have been reported for most fresh fruits. However, retail prices are expected to decline slightly with the seasonal increases in supplies of apples, citrus, and grapes, but remain above year-earlier levels.

Higher costs of raw products and processing, coupled with generally good demand, have also kept wholesale prices of most processed fruits and juices moderately to substantially above a year ago. Wholesale prices for canned fruits and juices in July were up 12 percent from a year earlier. With the higher prices negotiated between canners and growers for most California canning fruit,

Table 2—Quarterly retail price indexes for fresh fruits

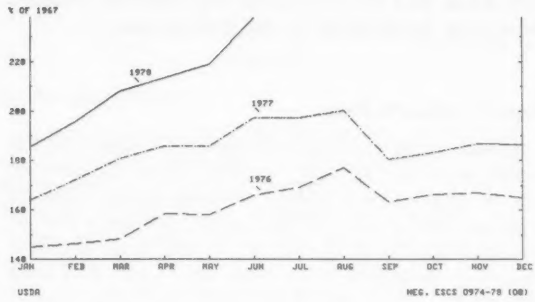
Year	(1967=100)			
	1st	2nd	3rd	4th
1973	126	142	148	139
1974	138	153	164	149
1975	150	171	177	147
1976	146	161	170	166
1977	172	190	193	185
1978[1]	196	216	[3] 241	
1978[2]	194	222		

[1] From 1973-June 1978, these indexes were entitled Urban Wage Earners and Clercical Workers, BLS discontinued these indexes as of June 1978. [2] Starting with Jan. 1978 new index entitled All Urban Consumers, replaces previous index. [3] One month figure.

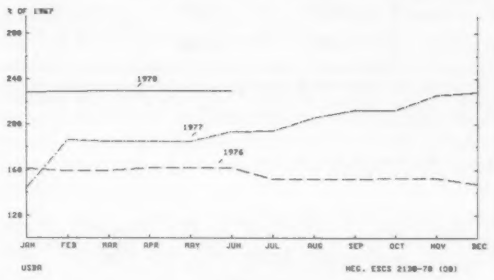
Source: Bureau of Labor Statistics.

wholesale prices of canned fruits and juices will remain higher during the 1978/79 marketing year. Wholesale prices for frozen fruit and juices were up almost a fifth from a year ago because of sharply higher prices of frozen concentrated orange juice. These higher wholesale prices for processed fruits and juices will continue to be reflected at the retail level in the months ahead.

FRESH FRUIT: BLS RETAIL PRICE INDEX



FROZEN FRUIT AND JUICES: BLS WHOLESALE PRICE INDEX



NONCITRUS FRUIT

Noncitrus fruit production for the commodities shown in table 3 was forecast at 11.4 million tons in early August, about 2 percent above the last two years.

Table 3—U.S. noncitrus fruit: Total production, 1976, 1977, and indicated 1978

Crop	1976	1977	1978
	1,000 tons		
Apples	3,239	3,328	3,678
Apricots	155	147	118
Cherries, sweet	173	148	137
Cherries, tart	73	107	87
Grapes	4,398	4,298	4,613
Nectarines	128	150	145
Peaches	1,510	1,496	1,304
Pears	841	787	669
Prunes and plums	643	720	650
Total	11,160	11,181	11,401

Source: Crop Production, ESCS.

If this forecast is realized, larger apple and grape crops will offset smaller crops of nearly all other noncitrus fruits. Despite the increase in total noncitrus production, generally smaller inventories of most processed fruit products will result in tight supplies this coming season. Smaller supplies plus increased processing and marketing costs will cause processed fruit prices to advance.

Table 4—Frozen fruit cold storage holdings

Commodity	July 31		
	1976	1977	1978
	1,000 pounds		
Apples	54,683	71,357	65,522
Apricots	18,663	17,182	12,015
Cherries	81,618	90,941	75,382
Grapes	2,852	4,350	5,005
Peaches	16,608	22,848	35,957
Blackberries	7,644	8,968	7,211
Blueberries	10,541	15,559	14,962
Boysenberries	4,752	4,566	3,378
Raspberries, black	2,786	2,240	1,958
Raspberries, red	21,098	23,436	19,833
Strawberries	166,874	231,683	192,049
Other fruits and berries	84,424	92,203	77,981
Total	472,543	585,333	511,253

Source: Cold storage report, ESCS.

Apples

Look for a Larger Crop

The commercial apple crop, estimated at 7.36 billion pounds on August 1, was 11 percent larger than last year's total and 14 percent above the 1976 crop. The Eastern crop is forecast to be substantially larger than last year and the Midwestern States will register sharp gains over both

Table 5—Apples: Regional production, 1976, 1977, and indicated 1978

Area	1976[1]	1977[1]	Indicated 1978
	Billion pounds		
East	2.38	2.72	2.95
Central States	.87	1.01	1.26
West	3.23	2.93	3.14
Total U.S.	[2]6.48	6.66	7.35

[1] Includes unharvested production and excess cullage (million pounds): United States 1976-6.3; 1977-29.6. [2] Total does not add due to rounding.

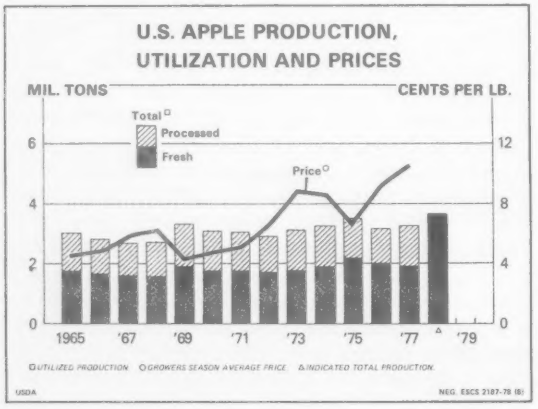
Source: Crop Production, ESCS.

1977 and 1976. Production in the Western States will be up moderately from 1977 but slightly lower than the 1976 crop. Washington, the leading apple State, is expected to harvest 2.25 billion pounds, up 9 percent from last year but 3 percent less than the 1976 record crop. Data on the commercial production of apples in other States are shown in table 13.

By individual varieties, the Red Delicious, at 2.7 billion pounds, is still the leader. With production up 17 percent in 1978, the Red Delicious variety comprised 36 percent of the total commercial apple production. Other leading varieties and their shares of total production were: Golden Delicious, 16 percent; McIntosh, 10 percent; Rome Beauty, 8 percent; and Jonathan, 5 percent. Combined, these varieties account for three-quarters of the total U.S. commercial crop.

Utilization of the 1977 Crop

Last year the apple crop was well distributed both regionally and by varieties. Producers were confronted with strong demand in both the fresh market and a wide choice of processing outlets.



Prices were high. With this choice, however, apple utilizatio was not greatly different from other years. About 57 percent of the total commercial production was marketed fresh, down from 61 percent a year earlier. Of the 2.8 million pounds processed, 38 percent was canned, 44 percent was used in juice and cider, 6 percent was frozen, 8 percent was dried, and the remainder was used in vinegar, wine, jam, fresh slices for pie making, etc.

Exports, Imports Rise

Fresh apple exports increased to nearly 150,000 metric tons during 1977/78 (July-June), 25 percent above year-earlier levels. Smaller apple crops in Europe, particularly France, triggered a rise of nearly 160 percent in exports to that area. Exports to Latin America were also up 11 percent and exports to "other" world destinations, except Canada, were more than double the 1976/77 level. Exports to Canada, our largest market, were 10 percent smaller than a year earlier, but still accounted for 33 percent of our total fresh apple exports.

Exports during 1978/79 may not equal this season's because the apple crops in Western and Southern Europe are expected to be back to normal this year. However, a good export year is expected. Total exports will also be affected by the size of the crop in Canada and prospective crops in the Southern Hemisphere.

Attracted by high U.S. prices and strong consumer demand, U.S. imports of fresh apples during the October 1977-June 1978 period increased sharply. Imports from Canada—comprising nearly two-thirds of our fresh apple imports—rose 15 percent, while imports from South Africa nearly doubled. Imports from Australia increased more than fourfold.

Market Outlook

Reflecting higher costs, inflation, and generally smaller supplies of other fruit items, prices to growers during 1978 are expected to remain at levels only slightly below those of last year. Wholesale prices of canned apple products have advanced in recent months and these increases will be reflected at the retail level in the months ahead.

The U.S. season average price received by apple growers for the 1977 crop was 10.5 cents per pound, up from 9.1 cents a year ago. Prices for both fresh and processing apples rose. The season average price for processing apples at $121.00 per ton was up 12 percent from 1976 and was more than double the 1975 price. Season average prices for processing apples, by type of use in principal States for the past 3 seasons, are shown in table 15.

Processor inventories on June 1 were slightly larger for canned applesauce, canned apples, and canned apple juice than last year, but were, except for apple juice, below June 1, 1976 levels. Movement of all products during the August 1-June 1 period was very good and processor demand should be strong this season.

Avocados

Production Down

U.S. production of avocados in the 1977/78 season totaled 108,700 tons, off nearly one-fourth from the record 1976/77 crop, but up one-fourth from the 1975/76 output. Crops were smaller in both California and Florida. The California crop, at 98,000 tons, was down nearly one-fifth, and the Florida crop, at 10,700 tons, was down one-half. Despite the off year, avocado production in California shows a strong growth pattern. However, Florida's production was only a third as large as in 1975/76.

The strong growth pattern in California results from increased plantings of avocado trees. In 1977, California had 46,813 acres of avocados (33,866 bearing, 12,947 nonbearing) compared with 39,600 acres in 1974/75 and 24,900 in 1970/71.

Increased plantings are encouraged by favorable prices despite the size of the crop. The season average grower price for California avocados in 1977/78 was $675 per ton, up from $590 per ton for the record crop a year earlier. Increased consumer acceptance of avocados will keep prices strong during the next few years.

Cherries

Substantially Fewer Sweet Cherries

The most recent forecast places the 1978 sweet cherry crop at 137,330 tons, 7 percent below last year's production and 21 percent below 1976. The three Pacific Coast States expected a crop nearly a fifth smaller than last year, with the largest reduction occurring in California. Adverse weather during the bloom period restricted pollination and reduced the California crop to 13,000 tons—less than one-half the 1976 production. Michigan, a leading producer in the eastern United States, harvested a crop of 35,000 tons, more than 50 percent larger than the 1977 crop and more than double the 1976 crop.

Harvest of sweet cherries for the fresh market was completed by the end of June in Washington and by the end of July in Michigan. Keying on the very high prices for the early but short California crop, prices for sweet cherries have remained strong throughout the season. Fresh Bing cherries, f.o.b. Yakima Valley, Washington, commanded $11.30 per 20-pound lug in mid-July, compared with $9.00 a year earlier.

With the substantially smaller crops from California and other Pacific Coast States, the total pack of canned and brined sweet cherries will be down from last year. In Washington, briners were paying 40-41 cents per pound for light sweet cherries in July—double the price a year earlier. Despite their larger crop, Michigan canners and briners are expected to match average West Coast prices—up one-third to one-half above a year ear-

Table 6—Avocados: Acreage, production, yield per acre: 1972/73-1977/78 seasons

Season[1]	Acreage			Production	Yield per bearing acre
	Bearing	Non-bearing	Total		
	1,000	*1,000*	*1,000*	*1,000 tons*	*Tons*
California:					
1972/73	19.6	8.0	27.6	70.5	3.60
1973/74	21.0	6.3	27.3	53.4	2.54
1974/75	23.8	10.9	34.7	105.5	4.43
1975/76	25.7	13.9	39.6	58.4	2.27
1976/77	29.0	14.7	43.7	120.0	4.13
1977/78[2]	33.9	12.9	46.8	98.0	2.89
Florida:					
1972/73	5.6	.8	6.4	18.8	3.36
1973/74	5.8	1.0	6.8	20.3	3.50
1974/75	6.2	.9	7.1	21.9	3.53
1975/76	6.4	15.0	21.4	29.0	4.53
1976/77	6.9	14.0	20.9	21.1	3.06
1977/78[2]	7.1	14.0	21.1	10.7	1.51

[1] Season for California November 1 - October 31; for Florida late June - February. [2] Preliminary.

Source: California and Florida Crop and Livestock Reporting Service.

lier—because of the smaller national crop, a smaller carryover from last year, and expected strong demand this season.

Tart Cherry Supplies Substantially Lower

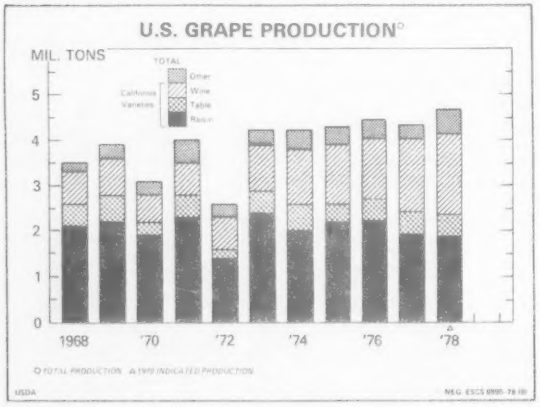
The production of tart cherries in the United States was set at 174 million pounds (79,000 metric tons)—down 17 percent from last season but 19 percent larger than the short 1976 crop. The crop in the Great Lakes States, at 159 million pounds, is down 16 percent, while West Coast production, at 15.0 million pounds, is down 30 percent.

In Michigan, which produced more than 70 percent of the U.S. crop this year, processors paid 45 cents per pound for graded cherries in good condition. Processing has been completed and many processors are already sold out. Crop quality was reported to be excellent. Frozen use was down 36 percent from last year, while the quantity canned for retail sales was down 14 percent. Consumers can expect to pay higher prices for processed cherries and cherry products during the months ahead.

Grapes

Record Crop

The U.S. grape crop was estimated on August 1 at a record 4.61 million tons (4.18 million metric tons), 7 percent larger than last year and 5 percent above the 1976 level.



Prospective output in California, at 4.1 million tons, is up 3 percent from the past 2 years. Reflecting the large acreage of varietal grapes, production of wine grapes is expected to be a record 1.83 million tons, 17 percent above last season and 38 percent larger than in 1976. Output of raisin grape varieties, however, at 1.85 million tons, is 5 percent below last year and 18 percent below the 1976 level. California table grape varieties are expected to total 425,000 tons, 13 percent less than the 1977 output.

Production in other States is expected to be up sharply, but will account for only about 11 percent of the U.S. total. The New York crop, at 190,000 tons, is 88 percent larger than the freeze-damaged crop of 1977. In Washington, a new record crop of 155,000 tons is expected—47 percent larger than last year's total and 34 percent larger than in 1976. With the rapid expansion of the grape industry in Washington, a new record is expected nearly every year, barring adverse weather. The Concord grape—used for juice, jellies, etc.—is the principal variety in States other than California, although planting of varietal grapes has increased in Washington.

Market Outlook

Shipments of fresh table grapes from California through mid-August were running substantially larger than a year earlier because of earlier maturity. Prices f.o.b. California shipping points were about the same as a year ago despite the smaller table grape crop and generally good quality. Because of some interchangeability among end uses for grapes—particularly the Thompson Seedless—the record large total grape crop is depressing table grape prices slightly.

More Wine

Substantially more grapes will be used for crushing in California, New York, and Washington this year than last. Larger supplies, good quality, and increasing consumption of wine will lead to a larger crush. Prices to California growers for white varieties and high-demand varietals are running well above year-earlier levels. According to the Wine Institute, inventories of wine in bonded wineries on April 30 totaled 378 million gallons in California, up 10 percent from last year. Prices for Concords in other States may be down, however, because of high prices for the small freeze-damaged crop last year. Wine inventories in other States, at 43 million gallons, were down 5 percent.

Fewer Raisins

There will be a substantially smaller raisin pack this year. Production of raisin grapes, at 1.85 million tons, is 5 percent below the 1977 level. Stocks of raisins are low. The Raisin Administrative Committee sold reserve tonnage raisins to packers at $956 per ton, 14 percent above the price for free tonnage raisins. A field price for raisins had not been established in mid-August but negotiations between the Raisin Bargaining Association and

packers are expected to result in prices approaching the $1,000-per-ton level. This will result in higher raisin prices for consumers this fall. New, higher wholesale prices have been announced by packers for this season.

Exports Down, Imports Up

In view of the tight domestic supply situation, U.S. exports of raisins will be down this year and imports—a small portion of our total domestic supply—will probably be up. So far this season (September-June), the United States exported nearly 45,000 metric tons of raisins, compared with about 31,000 metric tons during the same 1976/1977 period. Shipments are made throughout the world, but our major customers are Japan, Canada, and Western Europe.

Nectarines

Crop Smaller

The California nectarine crop totaled 145,000 tons, about 3 percent smaller than in 1977. Quality was good, although the fruit was smaller than normal. July and August are the top months for nectarines as shipments begin to decline in September.

Prices for nectarines, f.o.b. San Joaquin Valley, California, have ranged from near year-earlier levels to substantially higher. Shipments through mid-August were running slightly behind last year's pace.

Peaches

Substantially Smaller Production

The U.S. peach crop is now estimated at 2.61 billion pounds (1.18 million metric tons), 13 percent below last year's total. Excluding California's clingstone crop, total production is estimated at 1.46 billion pounds, down 2 percent from a year ago. The August 1 forecast for California's clingstone peach crop is set at 1.15 billion pounds, nearly a fourth less than last year's large crop and the smallest crop since 1958.

Peach production in the nine Southern States was estimated on August 1 at 545 million pounds, up moderately from last year. Dry weather reduced fruit sizing in Georgia, North Carolina, and Texas. In August, harvest was running about 2 weeks behind last year. Peach crops in Virginia, West Virginia, and Michigan will be larger than last year, but crops in Pennsylvania and New Jersey will be down.

Shipments Down, Prices Up

Because of the generally later season, shipments of fresh peaches to market trailed last year through early August. Prices were generally above the 1977 levels. During the week of August 19, f.o.b. prices for U.S. Extra No. 1, 2 inches and up, at Appalachian shipping points averaged $7.20 per three-fourths bushel carton, sharply higher than a year ago. California freestone peaches in 2-layer lugs were also running sharply higher than in 1977. Peach prices will reach seasonal highs in September and are expected to average moderately higher than last year.

Processed Peach Prices Perk Up

Canners' stocks of clingstone peaches at the beginning of the new pack year were substantially above the carryover of a year ago. But because of the prospective small crop, processors contracted with the California Canning Peach Association for a base price of $135 per ton, compared with $122.50 in 1977. In addition, California's freestone peach processors have agreed on a price of $113 per ton for Fay Elberta peaches produced by members of the California Freestone Peach Association, $8 higher than last year. The total 1978 pack is expected to be substantially below last year's volume because of the smaller crop and a higher than usual cullage rate. With the larger carryover only partially offsetting the smaller pack, total supplies of cling peaches will be the smallest in years.

Wholesale price for canned peaches increased to $5.89 per case (12/2½'s) in July, up from $5.44 a year ago. With smaller supplies in prospect, wholesale prices will certainly rise this fall. Prominent packers have already announced price advances for this fall and buyers are generally limited to 20 percent of the previous year's bookings at the old list prices.

Canned Peach Exports Up

Total exports of canned peaches during the June 1977-May 1978 period amounted to nearly 73,000 metric tons, two-fifths larger than during the comparable period a year earlier. Stronger demand for U.S. canned peaches was indicated in all major markets.

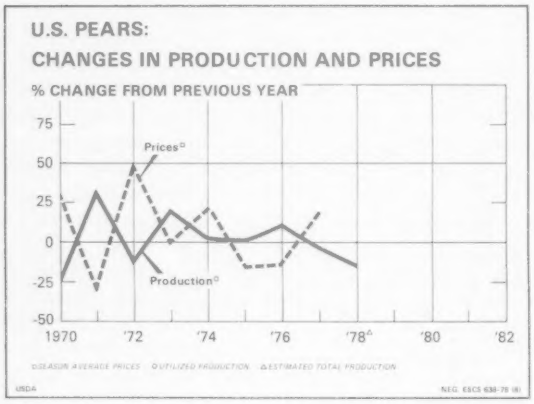
This strong demand, especially in Europe, is partially fostered by the California freight equalization bill (AB 2286), which allows California cling peach producers to levy an assessment on their production to be used to offset more favorable freight rates to Europe enjoyed by other countries. A differential in shipping costs previously had given the advantage to some competing countries—particularly South Africa—in shipping peaches to Europe. The California Canning Peach Association states that the freight equalization program has been directly responsible for doubling California cling exports to Europe during the 1977-78 season.

Exports to Europe were greater than those to Canada, previously our major customer.

Storage stocks of frozen peaches on July 31, 1978, totaled 36.0 million pounds, substantially larger than a year ago.

Pears

Production of pears is estimated at 669,000 tons, 15 percent less than last year and 20 percent below 1976. Bartlett pear production in the three Pacific Coast States is expected to total 422,000 tons, 22 percent below last year's output. Production of pears other than Bartlett in the Pacific Coast States is placed at 203,000 tons, 4 percent more than in 1977. Michigan and New York expect substantially larger pear crops, but the pear crop in Colorado will be down sharply.



Early Season Prices High

California's harvest of Bartlett pears began about 2 weeks later than usual this year. Through mid-August shipments of fresh Bartlett pears were running considerably behind the pace of last year. Prices for fresh Bartletts, f.o.b. Sacramento, California, have been up sharply. Reflecting the smaller crop, prices are expected to remain above last year's levels.

Grower returns for canning pears will be higher this season because of the smaller crop and smaller carryover stocks of canned pears. In August, the California Canning Pear Association negotiated with processors for a new sliding price scale—depending on size and quality—keying on a base price of $182.50 per ton. This reflected an increase of 52 percent over the price received by growers last year when the price for first grade processing pears was $120 per ton.

Export Prospects Down

Exports of canned pears during the June 1977-May 1978 period totaled a little over 4,400 metric tons, 35 percent above a similar period a year earlier. Most of this increase resulted from increased shipments to Europe, where crops were down last year. This year crop prospects are brighter in Europe, which is expected to adversely affect our sales.

During the July 1977-June 1978 period the United States exported roughly 36,000 metric tons of fresh pears, up about a sixth from the same period the previous season. Smaller exports to Canada—our principal customer—were more than offset by larger exports to Western Europe and Latin America. During the October 1977-June 1978 period, pear imports totaled 5,600 metric tons, up two-fifths from a year earlier. Australia and Chile were the major suppliers.

Plums and Prunes

The plum crop in California is estimated at 130,000 tons (118,000 metric tons), 17 percent below last year. Crop development has been good. Through mid-August, shipments of plums were running slightly ahead of last year. In early August, the shipping point price for late Santa Rosa plums from the Central San Joaquin Valley, California, was reported at $7.00 per 28-pound, tight volume fill carton, compared with $4.65 at the same time a year ago.

Production of prunes and plums in Idaho, Michigan, Oregon, and Washington is estimated at 65,500 tons (59,400 metric tons), up 7 percent from the 1977 crop but 15 percent below the 1976 level. After 2 years of spring freeze damage, Michigan's crop is expected to rebound to 23,000 tons. The Idaho crop is up slightly. Crops in Oregon and Washington, however, are down substantially.

California dried prune production is forecast at 142,000 tons (129,000 metric tons), 10 percent lower than last year. Exports of dried prunes during September 1977-June 1978 totaled nearly 49,000 metric tons, one-fifth higher than a year earlier. Increased shipments to the European Community—particularly France—were responsible for the larger total.

Exports will be down this year because hot weather has reduced crop prospects in California. Reflecting the smaller crop, a major packer has raised wholesale prices about 50 cents per case. These higher prices will show up in retail stores this fall.

High domestic prices will encourage increased imports in 1978/79. During October 1977-June 1978 imports of dried prunes totaled 164 metric tons, down two-thirds from a year earlier. Australia and Argentina are major suppliers of the few dried prunes we import.

Strawberries

Larger Strawberry Supplies

U.S. strawberry production in major producing areas was forecast at 613.9 million pounds, up slightly from last year. California's production of 541.2 million pounds comprised 88 percent of the total U.S. spring production. California shipments of fresh strawberries through mid-August were substantially higher than a year ago but deliveries to processors were lagging last year's pace.

U.S. grower prices for fresh strawberries for the first half of July averaged 32.3 cents per pound, down from 34.1 cents a year ago. In California, grower prices for processing strawberries stood at 20-21 cents per pound, stemmed and delivered to the processing plant. Last season the July price was 22 cents.

Fresh market shipments are virtually completed in all States except the Pacific Northwest. Processors are looking for additional strawberries for freezing from that area. Current stocks of frozen strawberries are substantially below year-earlier levels on a national basis and in every region of the country. With a smaller pack in prospect, prices for frozen strawberries are expected to remain strong throughout 1978/79.

Table 7—Strawberry deliveries for freezing to August 12

State	1977	1978
	Million pounds	
California	144.9	109.6
Michigan	5.2	7.0
Oregon	28.4	30.6
Washington	13.1	12.3
Total 4 States	191.6	159.5

Source: America Food Institute.

CITRUS

Citrus Production Down Slightly in Selected Countries

USDA's Foreign Agricultural Service reported citrus production in 21 countries—which account for about three-fourths of world output—at 37.1 million metric tons during 1977/78. The decrease was attributed to smaller output of oranges and grapefruit which offset larger production of tangerines and lemons.

Orange production in 21 leading countries was estimated at 22.8 million metric tons, 3 percent smaller than in 1976/77 due mainly to the decreases in the United States, Mexico, Spain, and Italy. The U.S. orange crop was 10 percent lower than in 1976/77, still reflecting the effect of the freeze of January 1977 in Florida. A severe drought was responsible for the 41 percent smaller orange crop in Mexico.

In the Mediterranean, production was down moderately. Major declines in Italy and Spain more than offset the increases in Greece, Israel, and Morocco.

Grapefruit production was reported at 3.6 million metric tons, 2 percent below 1976/77. The U.S. crop, which accounts for three-fourths of the world total, was responsible for most of the decrease. Production in the Mediterranean area was also down slightly, due mainly to a moderate decline in Israel's crop. Argentina, the third largest producer, had a crop of 170,000 metric tons, the same as a year ago.

Tangerine production was put at 7.3 million metric tons, an increase of 6 percent from the previous season. Moderate to substantial gains were recorded for Japan, the United States, Spain, and Brazil.

The lemon crop was slightly larger in 1977/78, primarily because of a 37-percent increase in Spanish production. Consequently, lemon production again increased in the Mediterranean area. However, output in Italy and Turkey was slightly below last season.

Oranges

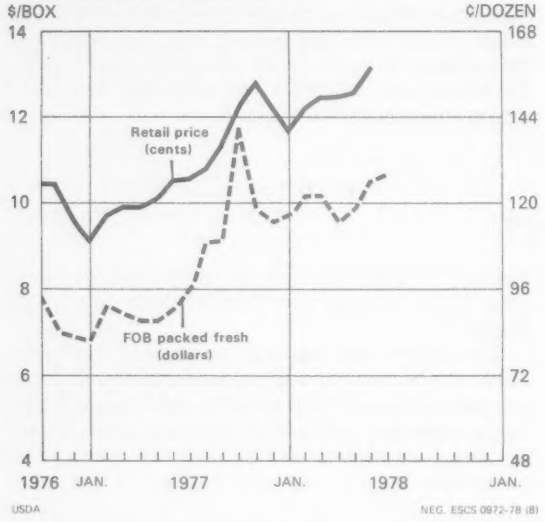
Remaining Supplies of California-Arizona Valencias Near Last Year's Level

Remaining supplies of California-Arizona Valencia oranges will provide the bulk of fresh market supplies until the new 1978/79 orange season gets underway this fall. Even with the substantial increase in shipments, remaining supplies of Valencia oranges were slightly below last year's level by the end of July. Domestic fresh sales have been up sharply and comprise 42 percent of the total crop, compared with 39 percent a year ago. Use of Valencia oranges for processing has also shown a substantial increase, due mostly to smaller supplies of processed orange products from Florida. Exports have been lagging slightly behind last year's pace. Prices for California-Arizona Valencias for fresh market have been considerably above year-earlier levels. Thus, a larger proportion of remaining supplies will be marketed fresh.

Sharply Higher Orange Prices

Orange prices received by growers have been sharply above year-earlier levels in response to good demand from consumers and packers and smaller supplies. In July, U.S. on-tree returns for fresh oranges averaged $6.04 a box, compared with $3.68 a year ago, and returns for all uses averaged more than double last year's level. Thus, the smaller remaining supplies of California-Arizona Valencias combined with smaller supplies of summer fruit will further strengthen orange prices.

U.S. ORANGE PRICES



Retail prices of fresh oranges have also averaged considerably higher than a year ago. In June, BLS reported retail prices averaged $1.57 a dozen, one-fourth above a year earlier. Prices are expected to remain higher through the balance of the season in view of less competition from smaller supplies of summer fruits and continued higher costs of marketing.

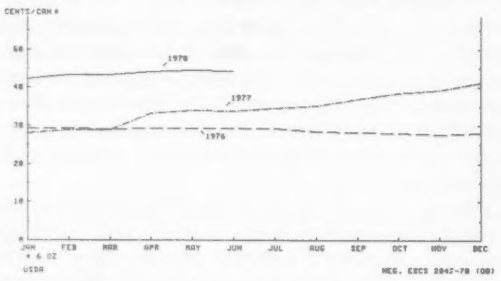
Moderately Smaller Supplies of Frozen Concentrated Orange Juice

Florida's pack of frozen concentrated orange juice (FCOJ) during the 1977/78 season was about 161.2 million gallons, excluding reprocessed, slightly above last season's pack due entirely to a higher juice yield. Substantially fewer oranges were used for FCOJ than in 1976/77 when processing was operated at full capacity to salvage as much freeze-damaged fruit as possible. The total supply of FCOJ for the season, including larger imports, is still considerably less than last season as a result of the sharply smaller carryin at the beginning of the season.

In response to higher prices, movement of FCOJ so far has been running substantially behind last season's pace. However, because of the sharply smaller carryin, stocks as of August 12 were still moderately smaller than a year ago. The f.o.b. prices of Florida FCOJ at processing plants have been steady at $3.30-$3.35 per dozen 6-ounce cans (unadvertised brand), compared with $3.05-$3.10 a year ago. If prices remain relatively stable at the current level, movement of FCOJ is not expected to show any significant increase. Thus, it appears that carryover of FCOJ at the end of the season may be slightly to moderately above last season. If a larger crop materializes in 1978/79, some easing of prices for FCOJ can be expected as processors expect to maintain a high level of sales.

The BLS average retail price of FCOJ has been substantially higher than a year ago and in June was 44.2 cents a 6-ounce can, compared with 33.8 cents last year. However, the retail price declined slightly from May.

FROZEN CONCENTRATED ORANGE JUICE : BLS RETAIL PRICE

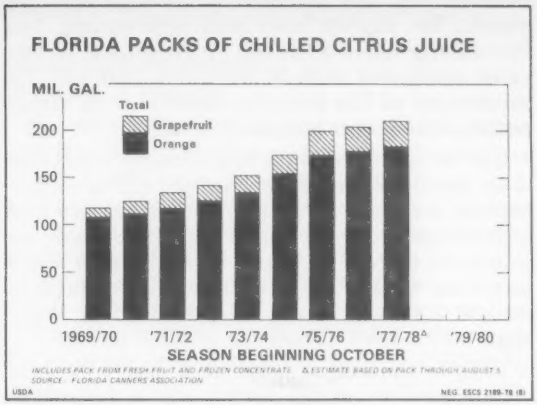


Continued Larger Pack of Chilled Orange Juice

Florida's output of chilled orange juice through August 12 totaled 169.5 million gallons, excluding single-strength reprocessed, 3 percent above the corresponding period in 1976/77. The 1977/78 season's pack will set another record and is expected to be approximately 180 million gallons.

Despite higher prices, total domestic movement continues to grow, reaching 154.6 million gallons through August 12, up slightly from a year ago. However, foreign demand was down almost a tenth from the corresponding period of a year earlier.

Retail prices of chilled orange juice have topped year-earlier levels and reached a record high of 74.7 cents per quart in June compared with 60.8 cents a year ago. Prices are expected to remain sharply higher during the balance of the season.



Moderately Smaller Supply of Canned Orange Juice

Even with moderately larger carryin at the beginning of the season and a larger pack, stocks on hand of Florida canned orange juice as of August 12 were moderately less than a year ago. Demand for canned orange juice has been brisk as the movement to market channels so far this season through August 12 was 15 percent greater than a year ago. Florida f.o.b. prices of canned, single-strength unsweetened orange juice have been steady at $7.35 (per dozen 46-ounce cans) since early May, compared with $6.10 a year ago.

Exports and Imports Both Down

Exports of fresh oranges (including Temples) during the first 8 months of the 1977/78 season (November through June) amounted to 250,892 metric tons, down one-tenth from a year ago. Exports were smaller to all areas except Japan.

Exports to Canada, our major customer, fell almost a tenth. The depreciation of the Canadian dollar against our dollar, coupled with higher prices of oranges, caused the decline. Higher orange prices may also have reduced our exports to Hong Kong, our No. 2 customer. However, exports of oranges to Japan doubled from year-earlier levels due primarily to an increased quota for imports of U.S. oranges.

Imports of fresh oranges, including tangerines, from November 1977 through June 1978 totaled nearly 29,000 metric tons, a decrease of 30 percent from the corresponding period a year ago. Smaller imports from Mexico offset larger imports from Israel. Mexico accounted for 82 percent of our fresh orange imports, compared with 92 percent a year earlier.

Grapefruit

Light Supply of Summer Grapefruit

Harvest of the 1977/78 grapefruit crop is complete in Arizona, Florida, and Texas, and nearly finished in California. Most remaining supplies of grapefruit are from southern California. They will provide the bulk of fresh sales until the harvest of new season Florida grapefruit in September. However, consumer demand for fresh grapefruit will diminish with seasonally high prices and will shift to late summer noncitrus fruit.

With the seasonal decline in supplies, on-tree returns for California grapefruit for fresh sales advanced sharply during July to levels above a year ago. Growers received $5.70 per box in July, compared with $4.31 a month earlier and $3.44 in July 1977.

Retail prices of fresh grapefruit have been above a year ago since March. The reported BLS retail price for fresh grapefruit increased substantially during June to 24.8 cents each, an increase of 13 percent from May 1978 and 6 percent more than June 1977. Prices are likely to increase seasonally until the harvest of the 1978/79 grapefruit crop gets underway.

Exports Down Drastically

Fresh grapefruit exports during the 10 months ending June 1978 totaled slightly over 241,000 metric tons, compared with 559,000 metric tons during the corresponding period a year ago. A 25-percent decrease in shipments to Japan, our leading customer, was chiefly responsible. Exports to Japan accounted for only 44 percent of the total exports compared with 54 percent during the same period a year earlier. Canada purchased 8 percent more while shipments to Europe were almost one-fourth larger than last year due to an increase in shipments of Texas Ruby Red grapefruit.

Grapefruit Juice Pack

The total pack of canned grapefruit juice in Florida, excluding reconstituted, amounted to 16.8 million cases (24/2's) during the 1977/78 season, down 7 percent from last season. Movement through August 12 was only slightly above last season's pace. The current selling price of canned single-strength grapefruit juice, unsweetened, has been steady at $5.25 per dozen (46-ounce cans), the same as a year ago. However, the larger carryover at the beginning of the season and larger movement are counterbalanced by a smaller pack, leaving moderately smaller stocks at mid-August. Even with smaller stocks, prices are not likely to advance during the balance of the season.

The Florida citrus packers had processed 23.6 million gallons of chilled grapefruit juice, exclud-

ing single-strength reprocessed, through August 12, almost one-tenth more than the corresponding period a year ago. Movement was near last year's level. Thus, with the larger carryin and pack, the stocks as of August 12 were double the year-earlier level.

With continued good demand, the total Florida pack of frozen concentrated grapefruit juice (FCGJ) through August 12 amounted to 13.7 million gallons (excluding reprocessed), an increase of one-fifth over the corresponding period a year ago. Movement was also up a fifth, but the larger carryin and pack more than offset larger movement—leaving considerably larger inventory of FCGJ on August 12 than a year ago.

Lemons

The 1977/78 California-Arizona lemon crop is now expected to total 25.9 million boxes (894,000 metric tons), slightly above the 1976/77 season. The harvest was virtually finished by August 1. Domestic use has increased moderately from last season, but exports have been substantially less. Processing use accounted for 53 percent of total sales compared with 50 percent a year ago. The proportion of the sales to domestic fresh market remained almost at last year's level.

The decline in exports is attributed to substantially smaller shipments to Europe, where sales of lemons from the Mediterranean countries have become increasingly competitive. However, our shipments to Japan (August through June), which accounted for slightly more than half of the total exports, increased nearly 12 percent from a year ago.

Despite the larger crop, f.o.b. prices for fresh lemons have averaged sharply above year-earlier levels. Prices have continued to advance appreciably in recent weeks as demand has remained good. The official USDA 1978/79 lemon crop estimate is not due until October 12. However, prices may decline from the current high level.

TREE NUTS

Sharply Smaller Almond Production

California almond production at 170,000 tons (154,000 metric tons) is 32 percent below last year's record crop and 28 percent smaller than 1976. Adverse weather during the bloom period restricted pollination and caused the smaller crop.

According to the Almond Board, movement of shelled almonds during the 1977/78 (July-June) season continued its upward trend, reaching another record 264.7 million pounds, an increase of almost one-tenth over 1976/77. Record movements were reported for both domestic and foreign outlets. However, shipments to foreign markets continued to increase their share from 61.7 to 62.7 percent between 1976/77 and 1977/78. West Germany, our leading customer, increased its share to 33 percent in 1977/78 compared with 31 percent in 1976/77. With a smaller U.S. crop and prospective larger crops in Morocco, Spain, and Portugal, our sales of almonds abroad for this coming season are likely to be reduced from last year's level.

In response to good demand, the average price received by almond growers for the 1977 crop was $1,030 per ton—the second highest on record—27 percent above 1976. With the sharply smaller 1978

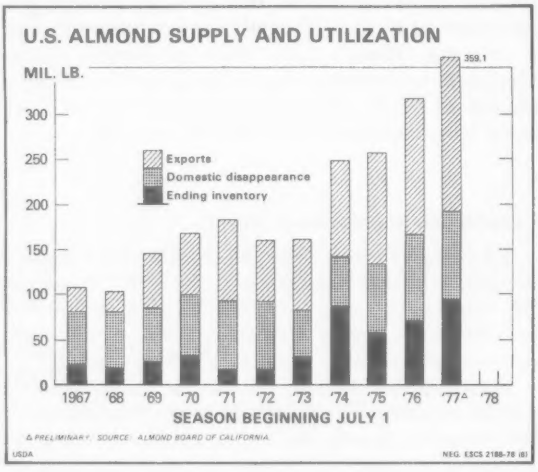


Table 8—Tree nuts: Production, 1976, 1977, and indicated 1978

Crop and State	1976	1977	1978
		Tons	
Almonds:			
California	233,000	249,000	170,000
Walnuts, English:			
California	183,000	192,000	170,000
Oregon	700	500	(1)
2 States	183,700	192,500	170,000

[1] Discontinued after 1977 crop.

Source: Crop Production, ESCS.

crop in prospect, grower prices for almonds are expected to rise substantially above last year's.

Smaller California Walnut Production in Prospect

The 1978 California walnut crop is forecast at 170,000 tons (154,000 metric tons), 11 percent less than the 1977 crop. Despite adequate water supplies this spring, leaf development has not been as good as growers would like. This has caused sunburn in some orchards.

According to the Walnut Control Board, sales of in-shell walnuts during the 1977/78 season totaled 128.2 million pounds, up slightly from a year ago. The increase was attributed to larger exports. Domestic shipments were down slightly. In contrast, shipments of shelled walnuts, which are mostly utilized domestically, were down moderately with declines recorded for both domestic and foreign markets. Europe is still our leading customer with a slight increase from last season. The depreciation of the U.S. dollar against most European currencies will continue to make our walnuts attractive there even with higher prices in prospect.

Despite the larger crop, prices received by walnut growers averaged $725 per ton for the 1977 crop, compared with $627 in 1976. New crop prices have not been established. A reduced crop plus higher prices of competing tree nuts, such as pecans, Brazils, filberts, almonds, and cashews, are expected to keep walnut prices above year-earlier levels.

Table 9—Tree nuts in cold storage, June 30

Kinds	1976	1977	1978
	Million pounds		
Almonds:			
In-shell	0.9	0.9	1.2
Nutmeats	48.7	55.3	66.2
Walnuts:			
In-shell	22.7	24.5	13.4
Nutmeats	22.2	13.4	13.9
Filberts:			
In-shell	.3	.7	1.3
Nutmeats	1.0	1.0	1.3
Pecans:			
In-shell	47.9	4.0	26.5
Nutmeats	22.1	15.5	26.3
Other tree nuts:			
In-shell	7.9	7.8	2.2
Nutmeats	9.0	12.3	13.1
Total:			
In-shell	79.7	37.9	44.6
Nutmeats	103.0	97.5	120.8

Source: Cold storage report, ESCS.

PER CAPITA TREE NUT CONSUMPTION

Per capita consumption of tree nuts in the United States declined to 1.7 pounds during the 1977/78 crop year from 1.9 pounds the year before. The decrease was primarily attributed to smaller consumption of most imported tree nuts. Consumption of pecans, walnuts, and Macadamia nuts remained unchanged, while that of filberts decreased slightly. Consumption of almonds reached a new high during 1977/78 at 0.46 pounds per person.

Detailed data regarding per capita tree nut consumption are presented in the following table.

Table 10—Tree nuts (shelled basis): Per capita consumption, crop year, average 1950-54 and 1955-59, and 1960-77[1]

Crop year[2]	Almonds	Filberts	Pecans	Walnuts	Macadamia	Other[3]	Total
				Pounds			
1950-54 average	0.27	0.07	0.37	0.40	---	0.53	1.6
1955-59 average	.23	.07	.33	.34	---	.55	1.5
1960	.30	.07	.36	.32	0.004	.52	1.6
1961	.28	.07	.44	.30	.006	.53	1.6
1962	.27	.05	.27	.32	.008	.56	1.5
1963	.27	.05	.45	.32	.010	.47	1.6
1964	.30	.05	.43	.41	.012	.56	1.8
1965	.31	.06	.52	.33	.013	.56	1.8
1966	.33	.07	.41	.37	.013	.54	1.7
1967	.30	.07	.40	.37	.012	.59	1.7
1968	.33	.07	.39	.33	.016	.68	1.8
1969	.30	.05	.42	.34	.015	.58	1.7
1970	.34	.06	.37	.38	.020	.60	1.8
1971	.37	.07	.38	.42	.021	.62	1.9
1972	.37	.07	.38	.40	.019	.72	2.0
1973	.26	.10	.36	.40	.017	.58	1.7
1974	.27	.04	.35	.43	.023	.46	1.6
1975	.36	.08	.34	.52	.026	.61	1.9
1976	.43	.08	.30	.52	.027	.56	1.9
1977[4]	.46	.07	.30	.52	.027	.34	1.7

[1] Civilian consumption only. Beginning 1959, includes Alaska and Hawaii. [2] Beginning August of year indicated for filberts and walnuts, July for all others. [3] Includes the following nuts: Brazil, pignolia, pistachios, chestnuts, cashews, and miscellaneous. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for data prior to 1950.

Table 11—Noncitrus fruit and berries: Production and utilization, United States, crops of 1960-77

Year	Utilized Production	Utilization of sales			
		Fresh		Processed[1]	
		Quantity	Percentage	Quantity	Percentage
	1,000 tons		*Percent*	*1,000 tons*	*Percent*
1960	9,202	3,578	38.9	5,624	61.1
1961	9,968	3,791	38.0	6,177	62.0
1962	10,013	3,784	37.8	6,229	62.2
1963	10,170	3,619	35.6	6,551	64.4
1964	10,803	3,722	34.5	7,081	65.5
1965	11,059	3,669	33.2	7,390	66.8
1966	10,427	3,639	34.9	6,788	65.1
1967	8,863	3,220	36.3	5,643	63.7
1968	10,187	3,583	35.2	6,604	64.8
1969	11,433	3,877	33.9	7,556	66.1
1970	10,138	3,536	34.9	6,602	65.1
1971	10,795	3,591	33.3	7,204	66.7
1972	8,667	3,275	37.8	5,392	62.2
1973	11,205	3,561	31.8	7,644	68.2
1974	11,508	3,804	33.1	7,704	66.9
1975	11,939	4,261	35.7	7,678	64.3
1976	11,435	4,134	36.2	7,301	63.8
1977[2]	11,869	4,110	34.6	7,759	65.4

[1] Processed includes culls and cannery diversion for clingstone peaches. [2] Preliminary.

Source: Noncitrus Fruits and Nuts and Vegetables, ESCS.

Table 12—Production and utilization of apples, avocados, and cranberries, United States, crops of 1973-77

Commodity and year	Production		Utilization						
	Total	Utilized[1]	Fresh	Processed (fresh equivalent)					
				Canned	Juice and cider	Frozen	Dried	Other[2]	Processed[1]
	Thousand tons								
Apples:									
1973	3,119.2	3,112.5	1,757.7	627.2	410.0	126.0	127.4	64.2	1,354.8
1974	3,266.7	3,242.0	1,824.8	612.2	512.2	90.8	98.6	103.5	1,417.2
1975	3,765.0	3,551.3	2,178.5	513.4	595.8	103.3	114.8	45.6	1,372.8
1976	3,239.6	3,236.5	1,960.9	460.0	554.6	110.2	114.6	36.2	1,275.6
1977	3,327.8	3,313.0	1,900.3	534.5	628.1	80.5	110.3	59.5	1,412.7
Avocados:[3]									
1973/74	73.3	73.3	72.2	---	---	---	---	---	1.2
1974/75	126.3	126.3	125.1	---	---	---	---	---	1.2
1975/76	87.4	87.4	86.1	---	---	---	---	---	1.3
1976/77	141.1	141.1	140.7	---	---	---	---	---	.4
1977/78	108.7	108.7	108.5	---	---	---	---	---	.2
Cranberries:[4]									
1973	105.0	105.0	19.9	---	---	---	---	---	73.5
1974	111.8	111.8	15.9	---	---	---	---	---	74.3
1975	103.8	103.8	15.5	---	---	---	---	---	72.2
1976	120.4	120.4	20.4	---	---	---	---	---	87.8
1977	105.1	105.1	20.3	---	---	---	---	---	72.7

[1] Some totals do not add due to rounding. [2] Apples: includes vinegar, wine, jam, fresh slices for pie making, etc. [3] Includes some processing. [4] Utilized cranberries include shrinkage.

Source: Noncitrus Fruits and Nuts Midyear Supplement, ESCS.

Table 13—Apples, commercial crop[1]: Production, and season average prices received by growers, 1976, 1977, and indicated 1978 production

State and area	Production			Price per pound	
	1976[2]	1977[2]	1978	1976	1977
	Million pounds			*Cents*	
Eastern States:					
Maine	75.0	92.0	78.0	12.5	11.9
New Hampshire	57.0	58.0	59.0	13.1	12.6
Vermont	47.0	47.0	48.0	12.0	12.5
Massachusetts	95.0	95.0	101.0	14.6	12.8
Rhode Island	5.3	5.5	6.0	12.8	13.1
Connecticut	33.0	46.0	47.0	13.9	13.5
New York	820.0	900.0	1,000.0	7.9	8.6
New Jersey	90.0	130.0	90.0	9.1	9.6
Pennsylvania	360.0	460.0	400.0	8.3	9.1
Delaware	13.0	13.5	14.5	9.5	10.4
Maryland	63.0	70.0	77.0	9.8	12.2
Virginia	212.0	290.0	450.0	7.6	8.4
West Virginia	200.0	195.0	240.0	8.3	9.8
North Carolina	265.0	270.0	295.0	9.1	8.7
South Carolina	23.0	25.0	19.0	10.4	8.8
Georgia	22.0	22.0	24.0	9.2	9.2
Total	2,380.3	2,719.0	2,948.5		
Central States:					
Ohio	105.0	65.0	145.0	14.4	15.5
Indiana	25.0	52.0	60.0	12.4	10.6
Illinois	86.0	108.0	93.0	10.2	9.9
Michigan	480.0	570.0	770.0	8.8	7.9
Wisconsin	52.0	56.0	64.0	11.8	12.5
Minnesota	23.5	19.9	25.0	11.8	16.4
Iowa	6.0	10.7	10.5	10.6	12.5
Missouri	50.0	58.0	47.0	15.3	12.0
Kansas	11.4	16.0	13.5	7.9	8.8
kentucky	14.0	22.0	15.0	10.8	10.7
Tennessee	8.0	10.0	7.5	10.9	10.6
Arkansas	11.0	24.0	14.0	11.1	8.8
Total	871.9	1,011.6	1,264.5		
Western States:					
Idaho	125.0	85.0	125.0	12.3	14.9
Colorado	74.0	75.0	50.0	8.6	9.3
New Mexico	30.0	31.0	33.0	11.8	11.7
Utah	40.0	47.0	35.0	9.3	10.6
Washington	2,308.0	2,060.0	2,250.0	9.2	12.8
Oregon	170.0	147.0	150.0	7.2	9.2
California	480.0	480.0	500.0	6.3	7.8
Total	3,227.0	2,925.0	3,143.0		
United States	6,479.2	6,655.6	7,356.0	9.1	10.5

[1] In orchards of 100 or more bearing trees. [2] Includes unharvested production and exceeds cullage (million pounds): United States 1976-6.3; 1977-29.6.

Source: Crop Production, ESCS.

Table 14—Apples, commercial crop[1]: Production by varieties, United States, 1976, 1977, and 1978

Variety	1976	1977	1978
	Million pounds		
Cortland	124.5	143.9	155.2
Delicious	2,460.3	2,280.9	2,660.1
Golden Delicious	1,168.8	1,189.5	1,185.9
Gravenstein	91.1	90.0	105.0
Jonathan	304.6	357.0	380.3
McIntosh	543.3	687.2	727.8
Northern Spy	80.0	104.8	100.9
R. I. Greening	95.0	121.0	156.0
Rome Beauty	482.4	464.8	567.8
Stayman	171.1	199.1	237.9
Winesap	157.5	147.2	146.9
Yellow Newtown	154.0	152.0	123.0
York Imperial	193.3	260.3	299.3
Other	453.4	457.9	509.9
Total[1]	6,479.2	6,655.6	7,356.0

[1] Commercial crops refer to the total production of apples in orchards of 100 or more bearing trees. Data include quantities of mature fruit not harvested and excess cullage of harvested fruit not included in data in table 13.

Source: Commercial Apples, ESCS.

Table 15—Processed apples: Season average price per ton received by growers, by type of use, principal States, 1975-77

Use and State	1975	1976	1977
		Dollars	
Canning:			
California	79.00	96.00	152.00
Michigan	64.00	174.00	136.00
New York	53.40	120.00	118.00
Pennsylvania	56.00	125.00	136.00
Virginia	46.80	117.00	133.00
Washington	59.90	109.00	130.00
West Virginia	46.80	108.00	140.00
United States	57.50	121.00	132.00
Juice and cider:			
California	71.00	85.00	149.00
Michigan	42.00	90.00	92.00
New York	36.40	77.20	78.00
Pennsylvania	46.00	82.00	92.00
Virginia	32.00	78.00	86.00
Washington	67.70	122.00	145.00
United States	52.60	91.60	108.00
Frozen[1]:			
Michigan	70.00	174.00	142.00
New York	56.60	126.00	128.00
United States	73.10	143.00	137.00
Dried:			
California	([1])	75.00	147.00
Washington	59.00	123.00	140.00
United States	65.50	105.00	138.00

[1] Included in other States to avoid disclosure of individual operations.

Source: Noncitrus Fruits and Nuts Supplement, ESCS.

Table 16—Apples, Yakima Valley, Washington: Monthly average prices per carton tray pack, extra fancy, f.o.b. shipping point, 1976/77 and 1977/78[1]

Month	Red delicious				Golden delicious				Winesap	
	Regular storage		C.A. storage		Regular storage		C.A. storage		Regular storage	
	1976/77	1977/78[2]	1976/77	1977/78[2]	1976/77	1977/78[2]	1976/77	1977/78[2]	1976/77	1977/78[2]
	Dollars									
August	---	---	---	10.00	---	---	---	9.00	---	---
September	9.54	9.15	---	---	8.55	7.50	---	---	---	---
October	8.42	9.28	---	---	7.26	7.37	---	---	---	---
November	7.92	9.27	---	---	6.51	7.55	---	---	7.38	---
December	8.45	9.50	---	---	6.50	7.76	---	---	7.46	8.50
January	8.51	9.50	---	10.50	6.32	7.69	---	---	7.12	8.03
February	8.93	9.50	9.39	10.57	6.47	7.22	---	8.52	7.37	7.93
March	---	---	9.50	10.89	6.70	---	7.64	9.00	7.15	8.61
April	---	---	9.48	11.89	---	---	7.75	9.57	7.11	8.96
May	---	---	9.52	15.16	---	---	8.33	13.74	7.35	11.88
June	---	---	10.43	16.00	---	---	10.31	15.79	7.76	14.00
July	---	---	10.34	14.98	---	---	9.65	---	7.46	---

[1] Apple sizes 80's-125's. [2] Preliminary January through July 1978.

Source: Agricultural Marketing Service.

Table 17—Grapes: Total production and season average prices received by growers in principal States, 1976, 1977, and indicated 1978 production

State	Production			Price per ton[4]	
	1976[1]	1977[1]	1978	1976	1977
	Tons			*Dollars*	
New York	185,000	101,000	190,000	171.00	220.00
New Jersey	750	1,100	([3])	210.00	233.00
Pennsylvania	59,000	30,000	52,000	168.00	231.00
Ohio	15,000	7,100	15,500	165.00	202.00
Michigan	14,500	33,000	65,000	153.00	197.00
Missouri	1,750	3,850	4,425	228.00	213.00
North Carolina	4,580	4,650	4,700	266.00	320.00
Georgia-South Carolina	4,950	4,850	5,100	209.00	225.00
Arkansas	6,500	9,600	7,500	169.00	156.00
Arizona	12,400	11,000	13,300	725.00	955.00
Washington	115,900	105,600	155,000	132.00	175.00
California:					
Wine	1,323,000	1,563,000	1,825,000	136.00	175.00
Table	405,000	488,000	425,000	217.00	269.00
Raisin	2,250,000	1,935,000	1,850,000	150.00	183.00
Dried[2]	283,000	248,300	—	706.00	840.00
Not dried	976,000	803,000	—	143.00	180.00
All	3,978,000	3,986,000	4,100,000	152.00	190.00
United States	4,398,330	4,297,750	4,612,525	155.00	193.00

[1] Includes unharvested production and excess cullage (tons): U.S. 1976-305,350 (293,000 tons fresh equivalent raisin type in California laid, but not harvested due to severe weather damage); 1977-1,550. [2] Dried basis, 1 ton of raisins is equivalent to 4.50 tons of fresh grapes for 1976 and 4.56 for 1977. [3] Dsicontinued after 1977. [4] Price derived from unrounded data for California all varieties and raisin varieties.

Source: Crop Production, ESCS.

Table 18—Peaches: Total production and season average prices received by growers, 1976, 1977, and indicated 1978 production

State	Production			Price per pound[1]	
	1976[2]	1977[3]	1978	1976	1977
	Million pounds			*Cents*	
Southern States:					
North Carolina	25.0	35.0	40.0	13.3	12.4
South Carolina	270.0	275.0	270.0	14.4	14.2
Georgia	200.0	90.0	120.0	12.0	15.3
Alabama	14.0	10.0	15.0	15.3	14.9
Mississippi	5.0	4.0	4.0	15.0	17.0
Arkansas	42.0	40.0	38.0	11.6	11.3
Louisiana	7.0	6.5	7.0	16.0	20.0
Oklahoma	8.0	10.0	11.0	14.0	11.5
Texas	17.0	48.0	40.0	18.0	14.0
Total Southern States	588.0	518.5	545.0		
California:					
Clingstone[3]	1,498.0	1,508.0	1,150.0	6.9	7.0
Freestone	464.0	476.0	400.0	7.4	8.8
Total California	1,962.0	1,984.0	1,550.0		
Other States:					
Massachusetts	3.3	3.5	3.5	26.0	22.0
Connecticut	4.1	6.0	5.0	26.0	24.0
New York	9.5	13.0	16.0	17.0	17.5
New Jersey	80.0	110.0	80.0	16.2	17.0
Pennsylvania	90.0	95.0	85.0	13.0	12.9
Ohio	15.0	3.0	13.0	18.7	23.5
Indiana	5.5	1.0	7.0	9.6	23.0
Illinois	20.0	9.0	18.0	14.5	16.4
Michigan	40.0	55.0	60.0	14.1	15.6
Missouri	22.5	11.0	24.0	18.8	20.0
Kansas	4.0	9.0	8.0	16.5	15.0
Delaware	1.6	2.4	2.7	17.0	12.5
Maryland	18.0	21.0	22.0	13.3	13.5
Virginia	15.0	19.0	40.0	12.9	12.0
West Virginia	15.0	15.0	28.0	14.4	14.5
Kentucky	9.0	.1	11.0	15.3	14.6
Tennessee	8.0	8.0	8.4	13.5	13.5
Idaho	12.0	12.5	11.0	10.0	12.0
Colorado	14.5	18.0	5.0	16.8	13.7
Utah	18.0	18.0	12.0	12.7	12.6
Washington	50.0	41.0	41.0	8.8	10.9
Oregon	15.0	18.0	13.0	17.6	14.7
Total Other States	470.0	488.5	513.6		
United States	3,020.0	2,991.0	2,608.6	9.6	9.9

[1] Season average price received by growers. [2] Includes unharvested production and excess cullage (million pounds): United States, 1976-223.6, 1977-15.8. [3] California clingstones is over the scale tonnage and includes culls and cannery diversions (million pounds): 1976-154.0, 1977-115.0.

Source: Crop Production, ESCS.

Table 19—Pears: Total production and season average prices received by growers by States and Pacific coast, variety comparison, 1976, 1977, and indicated 1978 production

State	Production			Price per ton[1]	
	1976[2]	1977[2]	1978	1976	1977
	Tons			*Dollars*	
Connecticut	700	1,600	1,500	420.00	375.00
New York	8,000	16,000	18,500	191.00	183.00
Pennsylvania	3,700	4,700	3,300	232.00	252.00
Michigan	7,000	12,000	16,000	224.00	230.00
Idaho	2,000	1,800	([3])	235.00	200.00
Colorado	6,400	6,900	1,800	124.00	169.00
Utah	5,300	5,000	2,600	183.00	240.00
Washington	234,000	224,000	205,000	119.00	156.00
Oregon	200,000	180,000	162,000	119.00	135.00
California	373,500	334,600	258,000	125.00	135.00
United States	840,600	786,600	668,700	124.00	146.00
Pacific Coast:					
Washington:					
Bartlett	140,000	138,000	115,000	117.00	124.00
Other	94,000	86,000	90,000	122.00	208.00
Total	234,000	224,000	205,000	119.00	156.00
Oregon:					
Bartlett	75,000	80,000	57,000	101.00	95.50
Other	125,000	100,000	105,000	129.00	166.00
Total	200,000	180,000	162,000	119.00	135.00
California:					
Bartlett	365,000	326,000	250,000	124.00	134.00
Other	8,500	8,600	8,000	148.00	165.00
Total	373,500	334,600	258,000	125.00	135.00
3 States:					
Bartlett	580,000	544,000	422,000	119.00	126.00
Other	227,500	194,600	203,000	127.00	185.00
Total	807,500	738,600	625,000		

[1] All prices. [2] Includes unharvested production and excess cullage (tons): U.S. 1976-20,000; 1977-2,100. [3] Discontinued after 1977.

Source: Crop Production, ESCS.

Table 20—Prunes and plums: Production and season average prices received by growers in principal States, 1976, 1977, and indicated 1978 production

Crop and State	Production			Price per ton[1]	
	1976	1977	1978	1976	1977
	Tons			*Dollars*	
Prunes and plums:[2]					
Michigan	16,000	14,000	23,000	133.00	141.00
Idaho	7,000	7,000	7,500	242.00	251.00
Washington	23,000	12,000	20,000	108.00	193.00
Oregon	31,000	28,000	15,000	107.00	128.00
Total 4 States	77,000	61,000	65,500	123.00	159.00
Dried prunes:[3]					
California	148,000	157,000	142,000	412.00	490.00
Plums:					
California	115,000	157,000	130,000	380.00	313.00
United States (fresh basis)	643,400	720,400	649,900		

[1] All price. [2] Mostly prunes, however, estimates include small quantities of plums in all States. Includes unharvested production and excess cullage (tons): total four States: 1976-3,500; 1977-3,000. [3] In California the dry ratio is 3.05: 1 for 1976 and 3.20 1 for 1977.

Source: Crop Production, ESCS.

Table 21—U.S. exports of selected noncitrus fruits, fresh and canned, by destinations, 1973/74-1977/78 season

Item and season[1]	Canada	Europe				Other	Total
		United Kingdom	EC[2]	Other	Total		
	Metric tons						
Fresh fruit:							
Apples:							
1973/74	40,617	1,143	38	6,896	8,078	32,158	80,853
1974/75	56,906	5,811	305	7,354	13,469	35,721	106,095
1975/76	41,629	4,228	614	5,596	10,438	50,189	102,256
1976/77	54,488	1,438	811	7,695	9,944	55,631	120,063
1977/78	48,969	8,319	4,975	12,598	25,892	75,078	149,939
Pears:							
1973/74	20,432	245	1,674	5,940	7,859	10,839	39,130
1974/75	17,942	41	675	3,511	4,225	12,451	34,618
1975/76	19,692	179	1,584	4,387	6,150	8,072	33,914
1976/77	20,691	—	1,170	4,914	6,084	4,857	31,632
1977/78	14,722	696	2,528	8,586	11,810	9,761	36,293
Canned fruit:							
Peaches:							
1973/74	19,800	2,041	18,473	9,941	30,454	7,287	57,541
1974/75	25,515	367	6,899	7,654	14,921	3,388	43,824
1975/76	21,524	158	9,773	4,598	14,529	6,334	42,387
1976/77	21,027	53	10,985	4,612	15,650	15,208	51,885
1977/78	22,145	2,375	24,038	5,307	31,720	18,736	72,601
Fruit cocktail:							
1973/74	16,758	5,593	13,023	10,124	28,740	8,226	53,724
1974/75	18,799	1,980	3,654	4,470	12,145	5,123	36,068
1975/76	19,377	967	3,483	7,646	12,096	6,085	37,558
1976/77	17,837	814	2,977	7,664	11,455	9,303	38,595
1977/78	19,562	1,059	4,117	5,594	10,770	12,162	42,494
Pineapple:							
1973/74	4,021	2,062	17,738	3,450	23,249	3,205	30,475
1974/75	3,960	612	11,512	3,388	15,513	1,225	20,698
1975/76	3,676	359	8,643	2,175	11,177	1,258	16,111
1976/77	7,175	349	7,689	2,000	10,038	810	18,023
1977/78	6,773	608	7,516	581	8,400	1,881	17,054
Cherries[4]:							
1973/74	551	143	3,980	61	4,184	735	5,470
1974/75	653	102	5,777	61	5,940	572	7,165
1975/76	488	166	9,017	93	9,276	1,199	10,963
1976/77	1,013	28	3,271	26	3,325	705	5,043
1977/78	1,275	56	3,894	68	4,018	1,030	6,323
Apricots:							
1973/74	592	531	531	265	1,327	408	2,327
1974/75	388	20	61	41	122	184	694
1975/76	249	13	58	100	171	439	859
1976/77	317	12	195	53	260	530	1,107
1977/78	262	7	184	164	354	603	1,219
Pears:							
1973/74	1,041	61	1,470	429	1,960	2,347	5,350
1974/75	796	61	776	245	1,082	857	2,735
1975/76	1,749	6	299	559	864	954	3,567
1976/77	1,175	10	307	276	593	1,516	3,284
1977/78	1,496	5	1,221	386	1,612	1,314	4,422

[1] Season beginning July 1 for fresh apples, pears, and canned cherries; June 1 for other canned items. [2] 1973/74-1976/77 Belgium-Luxembourg, France, West Germany, Italy and Netherlands; starting with season 1977/78 added Denmark and Ireland to the EC countries. [3] Excludes Maraschino cherries.

Source: Foreign Agricultural Service.

Table 22--Frozen concentrated citrus juices: Florida canners' stocks, packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 gallons							
Grapefruit:								
1973/74	3,581	9,026	9,026	12,607	12,607	5,507	7,710	7,100
1974/75	4,897	7,822	7,847	12,719	12,744	5,777	8,509	6,942
1975/76	4,235	[2]9,389	[2]9,527	13,624	13,762	7,126	10,456	6,498
1976/77	3,306	[2]12,313	[2]12,416	15,619	15,722	7,871	11,643	7,748
1977/78	3,854	[2]14,023		17,877		9,362		8,515
Tangerines:								
1973/74	211	1,019	1,019	1,230	1,230	733	831	497
1974/75	399	1,147	1,147	1,546	1,546	874	1,153	672
1975/76	393	[3]1,117	[3]1,127	1,510	1,520	970	1,138	540
1976/77	382	[3]947	[3]947	1,329	1,329	620	1,041	709
1977/78	288	[3]1,672		1,700		1,076		624

[1] For the 1977/78 season, week ending August 19; 1976/77, August 13; 1975/76, August 14; 1974/75, August 15; 1973/74, August 17. These respective dates include data through the 37th week of each season. [2] Includes receipts of Florida product from nonmembers and domestic receipts of non-Florida product. [3] Includes domestic receipts of non-Florida product.

Source: Florida Canners Association.

PLEASE BE WITH US

We would like to see you at the 55th annual U.S. Department of Agriculture FOOD AND AGRICULTURAL OUTLOOK CONFERENCE, November 13 to 16 in Washington, D.C.

Please be with us to attend OUTLOOK sessions with the experts on:

U.S. agricultural and general economics world trade
farm commodities, including fruit and tree nuts
retail food supplies and prices
farm and food policy
farm inputs
food marketing and distribution
weather,

and participate, if you like, in the discussions on the 1979 agricultural forecasts. Current and emerging issues will focus on international trade, farm, food, and consumer affairs.

For a preliminary program which also includes information on accommodations, transportation, special events, and preregistration procedures for the Conference, call (202) 447-8750, or write:

U.S. Department of Agriculture
Food and Agriculture Outlook Conference
Attn: Linda Stallard
Rm. 412, GHI Building
Washington, D.C. 20250

There is no fee for the conference and we look forward to seeing you.

LIST OF TABLES

Tables	*Title*	*Page*
1	Index of quarterly prices received by growers for fresh and processed fruit	4
2	Quarterly retail price indexes for fresh fruit	4
3	U.S. noncitrus fruit: Total production, 1976, 1977, and indicated 1978	5
4.	Frozen fruit cold storage holdings	5
5.	Apples: Regional production, 1976, 1977, and indicated 1978	6
6.	Avocados: Acreage, production, yield per acre, 1972/73-1977/78 seasons	7
7.	Strawberry deliveries for freezing to August	11
8.	Tree nuts: Production, 1976, 1977, and indicated 1978	14
9.	Tree nuts in cold storage, June 30	15
10.	Tree nuts (shelled basis): Per capita consumption, crop year, average 1950-54 and 1955-59, and 1960-77	16
11.	Total noncitrus fruit: Production and utilization, United States, crops of 1961-77	16
12.	Production and utilization of apples, avocados, and cranberries, United States, crops of 1973-77	17
13.	Apples, commercial crop: Production and season average prices received by growers, 1976, 1977, and indicated 1978 production	18
14.	Apples, commercial crop: Production by varieties, United States, 1976, 1977, and indicated 1978 production	19
15.	Processed apples: Season average price per ton received by growers, by type of use, principal States, 1975-77	19
16.	Apples, Yakima Valley, Washington: Monthly average prices per carton tray pack, extra fancy, f.o.b. shipping point, 1976/77 and 1977/78	20
17.	Grapes: Total production and season average prices received by growers in principal States, 1976, 1977, and indicated 1978 production	20
18.	Peaches: Total production and season average prices received by growers by States, 1976, 1977, and indicated 1978 production	21
19.	Pears: Total production and season average prices received by growers by States and Pacific Coast, variety comparison, 1976, 1977, and indicated 1978 production	22
20.	Prunes and plums: Production and season average prices received by growers in principal States, 1976,1977, and indicated 1978 production	23
21.	U.S. exports of selected noncitrus fruits, fresh and canned, by destination, 1973/74-1977/78 seasons	24
22.	Frozen concentrated citrus juices: Florida canners' stocks, packs, supplies, and movement, current season with comparisons	25

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, $300

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF
AGRICULTURE
AGR 101
FIRST CLASS

NOTICE: If you don't want future issues of this ESCS publication, check here ☐ and mail this sheet to the address below.

If your address should be changed, write your new address on this sheet and mail it to:

Automated Mailing List Section
Office of Operations and Finance—Room 0064-S
U.S. Department of Agriculture
Washington, D.C. 20250

3209 KOSLMR300A112 18015 0001
M KOSLOWSKI C SA SPD UNIV M-
ICROFILMS INTER
300 N ZEEB RD
ANN ARBOR MI 48106

TFS-208 SEPTEMBER 1978

Automated Mailing List Section
Office of Operations and Finance
U.S. Department of Agriculture
Washington, D.C. 20250

Please add my name to the mailing list to receive the *Fruit Situation*.

Name _____

Firm _____

_____

Street (or P.O. Box No.) _____

City _____

State _____ Zip Code _____